

Message Text

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21

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/MCLEVELAND/LDJ

APPROVED BY EB/OCA/CM/LKLIEFORTH

COM/SAD/RGOOTENBERG

COM/?B/PFIELD

COM/DM/WTATGE

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R 190441Z SEP 76

FM SECSTATE WASHDC

TO AMCONSUL AMSTERDAM

INFO AMEMBASSY THE HAGUE

AMCONSUL ROTTERDAM

UNCLAS STATE 232392

E.O. 11652: NA

TAGS: BEXP, NL

SUBJECT: PROPOSED IN-STORE PROMOTIONS: MIRO AND NMB

REF: AMSTERDAM 714; TELCON BROWN/CLEVELAND SEPT. 13

1. COMMERCE AUTHORIZED POST SIGN LETTER OF INTENT FOR
IN-STORE PROMOTION TO BE HELD BY ALBERT HEIJN-MIRO IN
SPRING 1977, TO BE SUPPORTED BY 25,000 DOLLARS USG FUNDS,
WITH THE PROVISO THAT INCREMENTAL PURCHASES BY MIRO
SHOULD TOTAL NO LESS THAN 250,000 DOLLARS AND WITH
RESPONSIBILITIES FOR SPECIFIC POST-EVENT REPORTING CLEARLY
SPELLED OUT.

2. AFTER CONSULTATIONS WITH CHARLES JOHNSON LETTER OF
INTENT COULD BE AUTHORIZED, WITH HIS CONSENT, FOR
PROMOTION TO BE HELD BY NEDERLANDSCHE MIDDENSTANDS-BANK N.V.
(NMB) IN FALL 1977 (FY78), TO BE SUPPORTED BY USG FUNDS
UP TO 45,000 DOLLARS, PROVIDED FOLLOWING PHRASE INCLUDED:
"DEPENDENT UPON THE AVAILABILITY OF FUNDS TO BE
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APPROPRIATED BY THE CONGRESS OF THE UNITED

STATES FOR THE FISCAL YEAR 1978 (BIGINNING OCTOBER 1, 1977).

3. DETAILS OF PROMOTIONS WITH MIRO AND NMB SHOULD BE
DISCUSSED DURING VISIT OF CHARLES JOHNSON, SEPT. 22-25.
ROBINSON

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NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 19 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Drafter: SAD/MCLEVELAND/LDJ
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Reference: 76 AMSTERDAM 714
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Review Content Flags:
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Margaret P. Grafeld
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04 MAY 2006

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TAGS: BEXP, NL
To: AMSTERDAM
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